



Quarter 4 Newsletter



April—June, 2013

Hot Topics

*****Partnership meeting date is July 18th at 3:30 at the Lake Regions Library in Inverness*****

*****Partnership Drive July 25th, 5:00—7:00 at Lake Regions Library in Inverness*****

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SWAT Rocks the Block!

On May 24, 2013 Inverness celebrated school being out at Rock the Block; School's out for Summer extravaganza. This event was sponsored by Tobacco Free Florida and The City of Inverness. There were



an estimated 800 people in attendance. Free prizes including SWAT swag bags that were given out to the first 200 students registered. There were four amazing bands including: This Days Age, UNRB, The Hollywood Kills, and headlining the show was Mighty Mongo! Also, there was a rock climbing wall, a bungee trampoline, face painting, and a photo booth full of different props to make



your pictures extra special. Throughout the evening all kids that registered were eligible to win prizes donated by local businesses in Citrus County. There were gift cards, gift baskets and even autographed CDs!! Whole families came out and enjoyed this great event! Citrus County SWAT (Students Work-



ing Against Tobacco) joined in with Florida Department of Health in Cit-



rus County and The City of Inverness to make this event possible. You could tell that everyone was having a good time coming together as a community. We all danced and laughed and made our city a little bit more of a breathe easy environment.

Kassidy Lundy

SWAT Youth

Citrus High School

Tobacco Free Florida Week (April 6—13th)

***“It is hard to fail,
but it is worse
never to have
tried to succeed.”***

**Theodore
Roosevelt**

**Dip, or
smokeless
tobacco users,
should try
using raisins in
a tight ball to
replace the
chewing
tobacco lodged
between their
teeth and
gums.**



The fifth annual Tobacco Free Florida Week runs from April 6 -13. Themed “High Five: Celebrating Five Years of Tobacco Free Florida Week,” it highlighted progress made in protecting Floridians from tobacco’s deadly toll.

The Florida Department of Health’s Bureau of Tobacco Free Florida educates youth about the harmful effects of

tobacco use, aids current tobacco users in their efforts to quit, and brings to light the impact tobacco has on Florida’s health and economy. “Each year, Tobacco Free Florida week turns up the heat on tobacco by educating Floridians about the dangers to health from smoking and chewing tobacco

said State Surgeon General and Secretary of Health Dr. John Armstrong. “Florida has seen remarkable success in reducing smoking rates in recent years, one of the program’s many accomplishments that we will celebrate during this five-year anniversary.”



Interested in Joining a Committee?

If you have a special interest in a certain policy below, help tobacco staff by joining a committee. You can join a committee by calling 352-726-1731 ext 342. These policy areas give the Tobacco Free Partnership of Citrus County a chance to be more active within the community. Let your talents and skills become strengths in your partnership.

- Candy-Flavored Tobacco
- K-12 Policies
- Cessation Opportunities
- Retail Advertising (Point-of-Sale)
- Smoke-free Multi-Unit Housing
- SWAT

World No Tobacco Day (May 31st)

World No Tobacco Day is the World Health Organization's annual effort to inform the international community about the dangers of tobacco, the business practices of tobacco companies, how WHO is fighting the tobacco epidemic, and how people around the world can claim their right to health and protect future generations. In recent years, WHO has leveraged

WNTD to highlight its Framework Convention on Tobacco Control (WHO FCTC), the global tobacco control treaty that outlines provisions regarding reduced demand and supply of tobacco products. In its 26th year of observance, the World Health Organization (WHO) selected "Ban tobacco advertising, promotion and sponsorship" as

the 2013 theme of World No Tobacco Day. This observance targets the tobacco industry's evolving marketing practices, which respond to successful tobacco control initiatives and reduced rates of cigarette use by revamping their strategies and product selection.

Tobacco Summit in Ocala (June 28th)

Quit Doc Research and Education Foundation is hosting its 5th Annual Tobacco Summit on Friday, *June 28th, 2013 at the College of Central Florida in Ocala from 9-4pm*. Quit Doc's of Marion County are excited to be hosting this annual event, as Quit Doc became the new fiscal agent for the Marion County tobacco grant funding through the DOH's Bureau of Tobacco Free Florida as of July 1, 2012. Over the past four years, through the formerly titled "Rural Tobacco Summit", they primarily engaged citizens and healthcare providers in rural North Central Florida communities in discussing the financial and physical burdens that tobacco use places on rural citizens from primary use, as well as second and third hand tobacco smoke exposure. Since the first "Rural Tobacco Summit" held at the Trenton Woman's Club in Gilchrist County in 2009, Quit Doc has grown from its original 4 counties and now manages the tobacco grant funding in 11 counties throughout Florida.

Edited from: <http://www.tfp-marion.org/>

Partners Membership Drive

Attention partners! Save the date! Our first membership drive will be on July 25th at The Lakes Region Library in Inverness from 5:00 to 7:00 pm. This is the perfect opportunity to invite other members of our community that are interested in the health and well-being of Citrus County. We will have a very special guest speaker that you will not want to miss and light refreshments will be served. If you would like to help with this event, please call Melissa Wood at 352-726-1731 ext 242.

Providing Cessation Support

If you or someone you know is contemplating quitting tobacco products, please refer them to the Tobacco Prevention Program at 352-726-1731 ext 242 for details on how, when, and why to quit.



3 EASY & FREE WAYS TO QUIT



Talk to a Quit Coach® who can help you quit tobacco.

1-877-U-CAN-NOW

1-877-822-6669



Online help quitting tobacco is only a few clicks away.

www.quitnow.net/florida



Looking for local face-to-face help? Find classes near you.

www.ahetobacco.com

Tobacco Free Florida's mission is to combat the pervasive problem of tobacco use in the Sunshine State, where each year, more than 28,600² Floridians die from smoking and tobacco-related diseases cost the state an estimated \$19.6 million in healthcare costs and lost productivity.



For more
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Highlights From Federal Legislation Aims to Exempt Cigars from FDA Tobacco Regulation

In June 2009, President Obama signed the Family Smoking Prevention and Tobacco Control Act into law, granting the Food and Drug Administration regulatory authority over tobacco products for the first time ever. While the original legislation had very specific timetables for dealing with cigarettes, the law as written did establish two very important criteria for the future: 1) the FDA was granted regulatory authority over ALL tobacco products, and created a framework for the FDA to evaluate other tobacco products and further establish regulatory practices, and 2) the legislation was designed to enable state and local governments to take stronger actions than the FDA rules with respect to the Time, Place, and Manner of tobacco sales and marketing.

While the FDA has not yet established specific rules regarding cigars, it is clear that they intend to regulate cigars in the future. It is incredibly important that they do so soon, because cigar use among youth is on the rise as a proportion of all tobacco products consumed by underage minors. In Florida, for example, cigar use among

high school students was higher than cigarette use for the first time in 2012.

Part of the reason for this is because of the differential regulation of cigarettes compared to cigars. Cigars are taxed differently than cigarettes, making them cheaper and more accessible to youth. Flavored cigarettes were banned as a result of the new FDA legislation, but flavored cigars have flourished as a result of inadequate FDA regulation.

However, there is a movement to undermine the need for cigar regulation. Sadly, this movement is most active in Florida, where a number of U.S. Congressman and both U.S. Senators have once again sponsored legislation to exempt cigars from regulation by the FDA.

The current bills (S. 772, H.R. 792) have been filed under the title of "Traditional Cigar Manufacturing and Small Business Jobs Preservation Act of 2013". The title itself speaks to the false argument being made by the cigar industry. This is not a "jobs" bill; it is a bill to eliminate a class of tobacco products from regulation at the expense of our children. It would be as if tequila manufacturers petitioned Congress to eliminate all regulations

on the sale of alcohol for just tequila products.

If every rule that has been applied to cigarettes was applied to cigars, it would have no impact on the expensive, hand-rolled products that the legislation is designed to protect. However, those same rules would greatly impact the availability of cigar products that target underage minors.

Only 6 percent of adults smoke cigars, but lobbying efforts by this vocal minority and industry front groups has managed to convince members of the Florida Legislative Delegation to introduce these bills year after year. It is important that the citizens of Florida, the 94% who do NOT use cigars, reach out to their legislators to explain their dissatisfaction with this attempt to deregulate the cigar industry at the expense of another generation of teenagers.

Please visit the Tobacco Prevention Network of Florida to view the Florida Congressmen and women who sponsored this bill.

